

*American Institutes for Research*

*Academy for Educational Development*

*Aga Khan Foundation*

*CARE*

*Discovery Channel Global Education Fund*

*Education Development Center*

*Howard University*

*International Reading Association*

*The Joseph P. Kennedy, Jr. Foundation*

*Juárez and Associates, Inc.*

*Michigan State University*

*Sesame Workshop*

*Save the Children Federation, USA*

*University of Pittsburgh*

*World Education*



**USAID/AFRICA BUREAU ACTIVITY**  
**Quarterly Program Report for the Period**  
**April – June 2006**



Submitted by:

**American Institutes for Research**

With:

**Creative Centre for Community Mobilisation**

**U.S. Agency for International Development**  
**Cooperative Agreement No. GDG-A-00-03-00006-00**

## TABLE OF CONTENTS

<b>I.</b>	<b>Objectives.....</b>	<b>1</b>
<b>II.</b>	<b>Overall Progress .....</b>	<b>2</b>
<b>III.</b>	<b>Specific Activities this Quarter .....</b>	<b>3</b>
<b>IV.</b>	<b>Best Practices and Lessons Learned.....</b>	<b>10</b>
<b>V.</b>	<b>Analysis of Progress to Date.....</b>	<b>10</b>
<b>VI.</b>	<b>Annex 1: Acronyms.....</b>	<b>12</b>
<b>VII.</b>	<b>Annex 2: Performance Overview.....</b>	<b>13</b>

## **I. Objectives**

The EQUIP1 Africa Bureau Associate Award was signed on September 30, 2003, and includes five activities for the USAID Africa Bureau:

### **Regional West African Sesame Street Model**

The goal of this study is to examine the feasibility of executing a Sesame Street project in West Africa. EQUIP1 will provide the information needed to make an informed decision about the value of investing in a Sesame Street project in the region. This feasibility study will assess whether and how Sesame Street, possibly in conjunction with other complementary media-based interventions, such as Education Development Center's Interactive Radio Instruction (IRI) programs in Guinea and Nigeria, could serve the early childhood/early primary school education needs of the West Africa region. The study will focus on the countries proposed by USAID (Benin, Ghana, Nigeria, and Senegal).

### **Community Radio Program**

#### **Zambia**

In its first two years, the "In My Village" community radio program was developed on a pilot basis in eastern Zambia to mitigate community impacts of HIV/AIDS. The trans-border application in Malawi is based on best practices and lessons learned in the Eastern Province in Zambia. The Chinyanja and Chichewa language working title for this program description reflects its local focus, and the language allows for cross border transference into the Mchinji region of Malawi as a first step.

#### **Malawi**

The Malawi "In My Village" Community Radio Project is being modeled after its sister Zambia program. As such, it aims to prevent and mitigate HIV/AIDS through the effective use of radio shows in Malawi. Although the shows are being broadcast nationally over Malawi Broadcasting Corporation, special emphasis is placed on Mchinji district which acts as a pilot district for the program production and implementation of many of the HIV/AIDS prevention, self help and monitoring activities planned for this project. The set-up of a pilot community radio station in the Mchinji district is one of the important components of the expansion into Malawi.

### **West Africa Mobile Task Team Model**

A new West Africa Mobile Task Team (MTT/West) modeled on the University of Natal Southern MTT for HIV and Education will be adapted specifically to meet the needs of West African countries. Once the new entity is established, funds will support provision of strategic and implementation planning for HIV response in education services to West African MoEs. Funds will also provide support for the West Africa MTT-model (MTT/West) to facilitate training of the technical consultants by the University of Natal MTT/South, to document and disseminate the MTT/West replication experience, and to seek additional funding partners for the West African institutional base of the MTT/West (not exclusively from) among agency members of the UNAIDS Interagency Task Team on HIV/AIDS and Education (IATT).

## **Lesotho**

In response to the difficulties of Lesotho's herd boys, EQUIP1 will undertake an assessment of the current status of education access, quality, and equity for the herd boys and the activities and projects of the Government of Lesotho, donors, multilateral organizations, and NGO's and select an intervention in collaboration with the Government and Lesotho Distance Training Center that targets the educational needs of these young men by providing them with life skills that will enable them to break the cycle of poverty.

## **Swaziland**

EQUIP1 will assist the OVC population of Swaziland in breaking the cycle of poverty, HIV/AIDS, and orphanhood. Activities include an initial assessment of current efforts to address the needs of the OVC, including UNICEF's efforts focused on school-feeding programs and community children's centers, to identify best practices and lessons learned. Following the assessment, EQUIP1 will pilot a community-based intervention targeted at increasing the abilities of communities to integrate OVC into their social nets with the ultimate goal of decreasing their vulnerability and breaking the cycle of poverty and disease.

## **II. Overall Progress**

### **Malawi Community Radio Program (MCRP) M'mudzi Wathu**

In the second quarter, the activity continues to make excellent progress. The office has been furnished, equipment has been purchased and the project has received a second vehicle from USAID/Malawi, which greatly increases staff mobility in identifying and visiting villages where recordings are made for the radio broadcasts.

Community mobilization continues. This quarter, the project trained 71 listening club mentors and community leaders and 24 school listening club leaders. The District AIDS Coordinator for HIV/AIDS helped provide HIV/AIDS training. Listening clubs continue to be formed (14 to date), monitored and equipped with wind-up radios and wind-up cassette players. Twelve new programs were produced. Thirteen were broadcast on the National Malawi Broadcasting Corporation (MBC).

Project staff visited radio stations and listening clubs in Zambia to see how they were operating without the radio program. Mostly these clubs have transformed themselves into activity groups.

A major achievement was the installation of the Mchingi community radio station with donated equipment and technical help from the US donor as well as local technical help. A radio license has been applied for and temporary use of a radio frequency has been granted. The station started broadcasting on June 13, 2006.

The Project Director attended the EQUIP1 Summit in Washington, DC. This proved to be a very useful forum for an exchange of ideas and for learning from other projects.

### **III. Specific Activities this Quarter**

#### **Malawi Community Radio Program (MCRP) M'mudzi Wathu**

##### **Project Setting Up**

During this quarter, the project received a second vehicle from USAID/Malawi. This has greatly eased mobility problems which could not be addressed by the one vehicle which the project had.

The project also procured office equipment such as chairs, printers, a photocopier and a generator. The generator is for the radio station so that electricity blackouts do not affect broadcasting.

##### **Community Mobilization**

The project held a sensitization meeting with 57 government extension workers (48 male, 9 female) from different government departments: Forestry, Health, Agriculture, Social Welfare, Education, as well as Gender and Community Development. The participants were the District Commissioner, 6 Primary Education Advisors, 4 Community Development Assistants, 3 Social Welfare Assistants, 12 Health Surveillance Assistants, 10 Agricultural Extension Development Officers and 14 Forestry Officials. The meeting aimed at sensitizing the extension workers on the goals and objectives of the *In My Village* project as well as requesting them to support the project's activities and its listening clubs. In his speech, Mchinji District Commissioner, Mr. Harry Phiri, encouraged the field extension workers to reach as many people as possible with HIV/AIDS messages. He was grateful that the *In My Village* project was complementing government policies such as the fight against HIV/AIDS, encouraging income generating activities and support for OVCs.

In order to enable leaders of radio listening clubs to lead and guide implementation of project activities efficiently, the project trained 71 listening club mentors and community leaders (47 men, 24 women) on leadership skills, facts on HIV/AIDS and facilitation techniques. The participants were: 14 Group Village Heads, 14 Listening Club Chairpersons, 14 Listening Club Secretaries and 16 Listening Club Committee Members as well as the District Commissioner, 1 District AIDS Coordinator, 3 Traditional Authorities and 1 External Facilitator. The leaders were exposed to both theoretical presentations as well as a Focus Group Discussion (FGD), practical in one of the villages. The FGD was attended by 1,400 people who were sensitized on how to surface issues that increase HIV in their community and on how they could combat the disease. The training achieved its objectives as shown by what people were able to do at the end of the training and their comments. For instance, Sub Traditional Authority Nyoka said that the training had really helped chiefs, as it had empowered the villagers to be taking an active role in community development, without waiting for someone to be doing the work for them. Other leaders of the listening clubs said that the training had made them aware of their roles and taught them strategies to use in order to win support from other people, so that their clubs would be well organized and self-reliant. Traditional Authority Zulu especially commended a presentation on *A Winning Facilitator/Leader* which had enlightened him on how he could be a good leader. The participants created work plans to guide their activity implementation similar to the one presented below which was developed by Kangwere village:

DATE	ACTIVITY	AGENDA	PLACE	FACILITATOR(S)	PARTICIPANTS
6/14/06	General sensitization meeting	To discuss what they have learnt	Kangwele school	Chairman and secretary of the club	Radio listening club committee and village headman
6/28/06	General sensitization meeting	HIV/AIDS	Kangwele ground	Listening club members	Whole community
7/19/06	Development issues	Molding bricks for pigs' kraal	Kangwele village	Listening club members	Listening club members and village headman
8/2/06	Development issues	Constructing a kraal for pigs	Kangwele village	Listening club members	Agricultural field extension workers
8/16/06	Charity event	Helping orphans and old people	Mzangao village	Listening club members	Orphans, village heads
8/30/06	Exchange visit	To learn irrigation	Mkunda listening club	Mkunda listening club members	Kangwele club members
9/16/06	Development issues	Implementing what we have learnt from Mkunda	Garden	Listening club members	Agricultural field extension workers
9/20/06	Open day	Pigs and Irrigation	Kangwele village	Agricultural field extension worker	Village headmen
9/27/06	Follow up	On activities done on 9/16/06	Garden	Listening club members	Agricultural field extension worker and village headmen

The second training brought together 40 leaders of school-based radio listening clubs, (30 men, 10 women). The participants were: 6 Head Teachers, 6 teacher Patrons, 6 pupil Chairpersons, 6 pupil Secretaries, 4 Primary Education Advisors, the District AIDS Coordinator and a representative of the District Education Manager. At the end of the training, one of the Primary Education Advisors, Mr Balaza, commended the project for providing a forum that brought together youths and adults and said how much he appreciated this rare opportunity. He said the training had enabled adults to hear what the youth know and think about HIV/AIDS and will help them in working with young people on how to handle HIV/AIDS. One of the Head Teachers, Mr. Chipokosa, said that he had been touched by the Project Director's testimony on advising friends and relatives to go for VCT instead of just mocking them. He felt that he had learnt a lot on how to approach people with AIDS symptoms and from now on he would encourage people, especially those who are sick, to go for VCT.

Fourteen village-based listening clubs were also monitored in the quarter and it was found that the clubs were replicating what they had learnt from each other through the radio shows. One community, Nkunda listening clubs, demonstrated how they support orphans by providing soap, school writing materials and uniforms to orphans. In addition, the monitoring exercise brought about the following case study:

*M'MUDZI MWATHU MAKES A GIRL GO BACK TO SCHOOL*

With all her hopes shattered, Rosedu, a girl born in 1982, dropped out of school due to an unwanted pregnancy. Thinking that her future had been doomed she decided to get married to solve her problem. But to her surprise this was only a beginning of numerous problems which included taking care of her child and the new family. One day Rosedu saw a light at the end of the tunnel. It was on 4<sup>th</sup> April when M'mudzi Mwathu project went to Nyoka Village to sensitize the community on HIV/AIDS and also to mobilize them to find solutions to the problems they encounter in their everyday life without waiting for external support. It was after this meeting that Rosedu decided to take another turn in her life and promised to go back to school. A week later, she returned back to school and now she is in form 2 at Mchinji Mission Community Day Secondary School. She is no longer married; she divorced her husband and made a decision to go back to school. Her child is now being looked after by her mother. She is paying school fees from sales of vegetables she grows as part of a village listening club initiative. She urged all young girls who are married to go back to school. Her friends at school are now used to the fact that she has a child because she opened up and she is no longer “news” at the school. She looks after herself just like anybody at the school. “Had it not been for the *In My Village* project” confessed Rosedu, “I would have spoilt my dream of one day working just like the women I admire when I go to the town.”

In this quarter, the project procured 25 wind-up radios through EQUIP1 from FreePlay. The radios were meant to supplement the wind-up cassette players which the project had received earlier and was distributing to listening clubs. So far, 14 wind-up radios and 14 wind-up cassette players have been distributed to the 14 village-based radio listening clubs. The clubs are able to listen to the broadcast programs on MBC Radio One and the community radio station through the use of the wind up radios, while the wind-up cassette players are used to listen to recorded programs at their convenience.

Three project staff members visited sites where the *Zambian In My Village* project had its listening clubs. The main objective of the visit was to learn how the *Zambian* clubs were sustaining themselves since the project had closed down. They visited and learnt a lot from the following clubs:

- *Chiyembekezo*, in Fisheni Village in Chief Madzimawe in Chipata district where they met its chairperson, vice chairperson and secretary, Mr John Zulu, Mr Fred Sakala and Ms. Grace Chulu respectively. Their club now exists as a bee-keeping club. There are now 14 members out of the original 28. They do piece works together in order to raise money for buying super hives for production of honey to put on top of their beehives. From radio programs the club had learnt how to make fruit jam. The members make jam from bananas, mangoes and tomatoes which they sell. They also learnt fish farming which they are now practicing.
- *Kampala Village* in Chief Madzimawe in Chapata district where they met Mr. Lazarus Milanzi, a committee member, who told them that the club lost half of its members but still exists. Club members had learnt fish farming and one member had opened a fishpond. They also learnt and introduced Home Based Care.
- *Zizwe Village* Chief Mpezeni in Chipata, where Mrs. Banda, a secretary, briefed them that the club had a community nursery school with 42 children. The members of the club had learnt the idea of the community nursery school from Mnukwa village. Adult literacy classes had been introduced but since the radio program had stopped, people had withdrawn.

- *Mnukwa Village*, Chief Mpezeni in Chipata, where Mr. Mphanza, its secretary, said that there were 8 members. Club members were doing community mobilization for action but no longer as a listening club.
- *Dzoole Village*, Chief Maguya in Chipata where the team met Mr. Msakayike Chongwe, the chairman. The listening club still exists and they meet every Friday to discuss issues, such as how to look after the beehives which they had been given by the project when it was closing down.

It was learned that a good number of listening clubs still exist in Zambia in a somewhat changed form such as beekeeping clubs or farmers' clubs.

The first issue of the project newsletter was compiled, designed, printed and 1000 copies distributed to listening clubs and stakeholders. The articles had been written by community members themselves. A second issue of the newsletter is being compiled with contributions from community members.

### Radio Program

Twelve programs were recorded, produced and edited and 13 programs were broadcast on MBC Radio One during this quarter.

All of the targeted 20 radio listening clubs have been formed in 14 villages and at 6 schools. There are 4 primary schools, 1 community day secondary school and 1 private secondary school. This is a good test for the project's approach as it reaches schools which are different in nature and in levels of their students. The clubs are encouraged to complete listenership forms to allow the project to assess the impact of the radio programs. The following table depicts details of the radio programs:

DATE OF RECORDING	VILLAGE RECORDED	ISSUES OF RECORDING	DATE OF BROADCAST	"IN MY VILLAGE" PROGRAM NUMBER
3/24/06	Kaluwira/ Kambuwe	Nursery school	4/6/06	3
4/6/06	Mchitanji	Irrigation and how to make basins	4/13/06, 4/27/06	4
4/7/06	Zulu	Tomato farming	4/20/06	5
4/5/06	Nyoka	Irrigation and self-reliance	5/11/06	6
	Kapondo	Sweet potatoes	5/18/06	7
5/5/06	Khombe	Youth clubs	5/25/06	8
5/30/06	Kangwere	Daily farming	6/1/06	9
5/29/06	Chiti	Goats farming	6/8/06	10
6/6/06	Kaphande	Income generating activities e.g. weaving	6/15/06	11
6/15/06	Kalulu Zone	Primary school-going orphan support	6/22/06	12
	Kayesa	Chicken farming	6/29/06	13
6/23/06	Matutu	Building teachers' houses	7/6/06	14



## **Community Radio Station**

In readiness for the radio station, 2 office rooms were furnished to turn them into studios: one for broadcasting and one for producing and editing pre-recorded programs. Necessary furniture was put in place and acoustic sound absorbers put on walls. The initial set-up included procurement of a generator to serve the station in case of power failure and air conditioners for the two studios.

As the same team that was working as project staff members were supposed to form a cadre of radio announcers and presenters, the project planned to build staff's capacity by visiting 2 other community radio stations and 1 prospective radio station. Presently, there are only 2 community radio stations in the country: Nkhotakota in Nkhotakota in the Central Region and Dzimwe in Mangochi in Southern Region. The prospective community radio station is Mziva (Mzimba Volunteers Association). Dzimwe was visited by the Project Director while Nkhotakota and Mziva were visited by all the staff members except the Production Specialist. The team included an Office Assistant and a Driver. Some of the objectives of the trips were to learn how community radio stations come up with program schedules, develop duty rosters, sustain themselves financially, recruit volunteers and what problems they face and how they solve them. Some of the lessons that the team learnt were, apart from how to handle oneself in a studio, that community radio stations must be friendly to their community members, fund-raise in order to sustain themselves by either getting advertisements or selling pieces of paper to the general public on which community members write their greetings to be read on the radio. Politicians interfere with professionalism if included in Project Advisory Committees and that staff members work prudently and committedly with the minimal resources that they have as in Nkhotakota radio station which has only one computer for editing programs.

Radio station equipment and transmitters were received from Radio Systems Inc. The Project Consultant, Mr Hazwel Solomon, installed the transmitters and Studio Transmission Links (STLs). He was later joined by the President of Radio Systems Inc., Mr Dan Braverman and staff member Ms. Carol Forman. These experts installed the studio equipment and for the first time tested the equipment on 17<sup>th</sup> June 2006.

As radio equipment was being installed, the project applied for a testing frequency from the Malawi Regulatory Authority (MACRA). This was a requirement because the station had not yet been awarded a final broadcasting license. The frequency was obtained in less than 18 hours and it is 102.6 FM. As of 17<sup>th</sup> June, staff members have been testing the station by playing music, reading letters from the general public at no cost, featuring high profile guests from the district like the District Commissioner and chiefs, presenting facts and music on HIV/AIDS and looking for potential stakeholders who could sponsor some radio programs. The station has already gained popularity in the whole Mchinji district and neighbouring places such as parts of the capital city Lilongwe and parts of districts such as Dowa, Kasungu, Ntchisi, Dedza, and Ntcheu. There have also been telephone calls from parts of Mozambique and Zambia commending the performance and clarity of the station.

A list of possible programs to be broadcast on the station was developed. This was done through consultations with different stakeholders in the district to find out what they would like to be featured on the radio station. The following themes were proposed:

- Advertisements for fund-raising
- Greetings through letters and telephone
- Sports. This was already being featured as people were eager to learn more about the World Cup through their own radio station. Most of them have stopped listening to the other radio stations in the country.

- HIV/AIDS forums where various specialists would discuss topical issues about the disease.
- Religious programs that would include songs, sermons and preaching.
- Traditional songs and cultural programs
- Poetry and drama
- Debates on social and academic issues by both school pupils and adults.
- School quizzes both for primary and secondary school students.
- Guest Disc Jockeys (DJ) from schools.
- Youth forums

Monitoring of the coverage and reception of the radio station was started. This was done by visiting some places in Mchinji and some of its neighbouring districts like Lilongwe and Dedza. Telephone lines were also opened for listeners to pass their greetings to their loved ones on the radio. People have been coming to the station in order to see and visit the radio station building and speak on the radio. We could not allow people to go into the studios and talk so the visitors were given pieces of paper for them to write their greetings which were aired by the staff. On average the station gets 200 to 500 visitors a day. The peak was on 29<sup>th</sup> June when 1,800 letters were hand-delivered to the station by listeners.

A Project Advisory Committee (PAC) has been put in place. The committee has 8 members who include 3 religious ministers, 2 NGOs, 2 chiefs and the District Commissioner who chairs it. For the first meeting, there are plans for the members of the committee to be briefed on what the project is, what its funding and implementation mechanisms are, and for them to visit the radio station. The first meeting of the PAC will take place when the station is up and running. All 8 members have voluntarily and willingly accepted to serve as advisors to the station.

### **Stakeholder Involvement**

The project produced its first issue of the project newsletter which was distributed to different stakeholders. The newsletter carried articles written by people at the grassroots and an editorial describing the project. The District Information Officer for Mchinji said that the newsletter had enabled him to get to know the project fully.

The project was featured on one of the private radio stations, Zodiac, as an innovative project that had brought a community radio station to the country.

The *In My Village* Project Director, attended an EQUIP1 Summit in Washington, DC. The summit enabled the project to acquire extremely useful and innovative insights from the other projects especially those putting in place strategies for project sustainability.

The project involved the District AIDS Coordinator for Mchinji in training sessions for leaders of the listening clubs. He handled topics related to HIV/AIDS, the hidden effects of the disease, OVCs and the importance of VCT.

Another stakeholder who was instrumental during the training sessions was a District Primary Education Desk Officer from Salima who is an expert in facilitating “mentoring” sessions.

The project kept up its interaction with the National AIDS Commission regarding the messages to be featured in its radio program which is broadcast on MBC Radio One.

The EQUIP1 Project Technical Advisor visited the project during the installation of radio studio equipment, and helped with the installation. He also worked with the project on HIV/AIDS messages that go on the radio. He provided guidance on how information can be relayed through the radio in line with PEPFAR funding requirements. He shared with the project examples of other programs that previously implemented projects with PEPFAR funding.

### **Indicators of Success**

The project has managed to mobilize community members to start taking action. One example is Nkunda Village Listening Club where community members organized a charity event by contributing money, maize, Soya (food), soap and school writing materials, which they donated to orphans in the community. They also contributed maize which they sold in order to raise money for running their club. Presently, they have opened a vegetable garden which Group Village Headman Mkunda voluntarily gave them. Sales from the vegetables will be used to assist orphans.

Radio programs, which are broadcast on MBC Radio One, continue promoting information sharing among clubs and the general public. The information has sensitized, educated and motivated many, even beyond the impact district of Mchinji. For instance, Mr Malakano, from Nsalu community in the neighbouring Lilongwe district, approached the project to ask the project to extend its on-the-ground activities to Lilongwe so that HIV/AIDS impacts can be mitigated there as well. There have also been requests by other Traditional Authorities in Mchinji, whose areas do not have radio listening clubs, that the clubs extend to their areas as they hear a lot of success stories as a result of the clubs.

Listening clubs continue learning from each and replicating the initiatives broadcast in the radio programs. For example:

- Kaphande village listening club members testified that listening to the *In My Village* radio program has helped them have learn to be doing things on their own without waiting for the government to come and help their children. When they heard that other communities are practicing irrigation farming for raising money from sales of produce, they decided to start this type of farming. They approached the Group Village Headman who welcomed the idea and gave them a piece of land for vegetable and maize irrigation farming. This idea of starting irrigation farming came as a result of one of the M'mudzi Mwathu programs on MBC radio 1 which was about Nchitanji irrigation farming. 10 members of the radio listening club, including Group Village Headman Kaphande, have gone for VCT after being sensitized on HIV/AIDS issues and the importance of going for VCT.
- Individuals have also started replicating the activities they are learning from the radio program. Mr Emilio Zulu from Khombe village testified that before listening to the program he never practiced irrigation but now he has started irrigation and he is hoping to harvest enough food to sustain him till the next growing season.
- Khombe listening club members indicated their intention of replicating irrigation farming. At the moment they are negotiating with the Village Headman to give them a piece of land to start the farming.

Chapakama listening club members have opened sweet potato and maize gardens as a means of generating money for the activities of the club. They also contributed money with which they bought and donated 7 uniforms, 20 exercise books and 20 pens to orphans in their village. Additionally, they have also constructed bathrooms for the elderly through their home-based care activities.

#### **IV. Best Practices and Lessons Learned**

##### **Malawi Community Radio Program (MCRP) M'mudzi Wathu**

Highly mobilized communities are self-motivated and do not ask for monetary rewards to discharge project activities. This is illustrated by the commitment club members have shown in identifying additional days on which they meet to reflect on the issues to they have heard on the radio programmes. One community, Zulu listening club, visited another listening club, Kaphande which lies 15 kilometres away, by bicycle in order to learn in detail development activities in Kaphande which had been broadcast in the radio program.

People listen and are able to note any changes to patterns. For example, the Kazilimani listening club was quick to communicate to the project monitoring staff that they had noted a change in the program's material content: that it was focussing much more on success stories rather than debates on HIV/AIDS as it had in the past. Project staff explained and convinced them of the importance of the new approach which links successful activities to HIV/AIDS prevention and OVCs care.

Project sustainability can be guaranteed if listening clubs are trained from the start to identify themselves with activities so that when the project comes to an end the club will turn into an activity group. This is what is happening in Zambia after the project closed down. The only major difference from the Zambian initiative is lack of a small grants program that helps the communities purchase equipment needed for the activities, such as beehives, for bee keeping and harvesting of honey for income generation. This was not budgeted for in the Malawian project.

People are proud to be associated with a radio station of their own. Already people listen to the new radio station although its announcers are not yet seasoned experts. The people have already been asking the radio station to introduce advertisement rates so that they can advertise and raise money for the community radio station.

Meeting people's expectation within a short period is hard. For instance, the radio station is just up and running, but people already expect it to stock all kinds of music some of which cannot be bought but has to be recorded.

A community based newsletter is not easy to produce on time as it depends on the rate at which the people themselves write news articles. Most people are good at narrating their stories orally, but have a harder time putting them on paper, hence affecting publishing plans.

#### **V. Analysis of Progress to Date**

##### **Malawi Community Radio Program (MCRP) M'mudzi Wathu**

The activity continues to make excellent progress. The office and the recording studio have been furnished and equipped. Thirteen programs have been broadcast on the national Malawi Broadcasting Corporation and have been very well received. The broadcasts have already generated the start-up of

activities in other villages replicating those that are featured in the programs. Listening Club leaders and mentors have been trained by the project, and 14 Listening Clubs have been formed, both village and school-based.

The Project Director participated in the EQUIP1 Summit in Washington, DC. This was a useful and fruitful forum for an exchange of ideas. Participants profited from the experiences of other programs and projects.

A major mile stone has been the installation of the Mchingi community radio station. It has applied for a broadcast license and has been given use of a temporary radio frequency. The station started broadcasting towards the end of the quarter.

## **Annex 1: ACRONYMS**

AB:	Abstinence and Be Faithful
AIDS	Acquired Immunodeficiency Syndrome
AIR:	American Institutes for Research
COP:	Country Operation Plan
CRECCOM:	Creative Centre for Community Mobilization
DAC:	District AIDS Coordinator
DC:	District Commissioner
DEC:	District Executive Committee
EDC:	Education Development Centre
FGD:	Focus Group Discussion
GVH:	Group Village Headperson
HBC:	Home Based Care
HIV	Human Immune Virus
MACRA:	Malawi Communication Regulatory Authority
MBC:	Malawi Broadcasting Corporation
NAC:	National AIDS Commission
NGO:	Non Government Organization
OVC:	Orphans and Vulnerable Children
PAC:	Project Advisory Committee
PEA;	Primary Education Advisors
PEPFAR:	Presidential Emergency Plan for AIDS Relief
PLWHA:	People Living With HIV/AIDS
STL:	Studio Transmission Link
TA:	Traditional Authority
VCT:	Voluntary Counselling and Testing
VH:	Village Headperson
US:	The United States
USAID:	United States Agency for International Development

## Annex 2: PERFORMANCE OVERVIEW

*Map of Malawi showing Mchinji District*



*Key District Features*

Size Sq.							
3,356	164,095	160,846	300 +	15	24,400 +	19	185
							246

### 1.1 Project Setting Up

- Received a second vehicle from USAID/Malawi.
- Furnished the office with chairs, printers, generator and photocopier

### 1.2 Community Mobilization

- Sensitized 57 government extension workers, (48 men, 9 women) on the *In My Village* Project.
- Trained 71 listening club mentors and community leaders (47 men, 24 women) on leadership skills, facts on HIV/AIDS and facilitation techniques.
- Trained 24 leaders for the 6 school-based listening clubs: 6 pupil chairpersons, 6 pupil secretaries, 6 teacher club patrons and 6 headteachers. Also in attendance were 3 Primary Education Advisors (PEAs), 1 District Primary Education Desk Officer and the District AIDS Coordinator.
- Monitored five village-based listening clubs and found that the listening clubs are replicating what they are learning from each other through the radio shows. One community demonstrated how they support orphans through contributions of different items.
- Procured 25 wind-up radios through EQUIP1 from FreePlay.
- Distributed 14 wind-up radios and 14 wind-up cassette players to the 14 village-based radio listening clubs.
- Visited other radio stations and listening clubs in Zambia.
- Compiled, designed, printed and distributed 1000 copies of the first issue of the project newsletter.

- Compiled second issue of the project newsletter.

### **1.3 Radio Programs**

- Recorded 12 radio programs from 12 villages.
- Produced 12 radio programs ready for broadcasting.
- Broadcasted 13 radio programs on the national Malawi Broadcasting Corporation (MBC) Radio One.
- Completed forming the remaining 14 radio listening clubs out of the twenty identified sites.
- Collected completed radio listening forms for assessing the impact of the radio programs.

### **1.4 Community Radio Station**

- Furnished 2 studios: one for broadcasting and the other for producing and editing pre-recorded programmes.
- Built broadcasting capacity of all project staff members by visiting 2 other community radio stations and 1 prospective radio station.
- Received radio station equipment from Radio Systems Inc. U.S.A.
- Installed radio station transmitters and Studio Transmission Links (STLs) prior to the arrival of experts from the US.
- Received experts from the US who installed the studio equipment.
- Applied for and acquired a radio station testing frequency, 102.6 FM, from the Malawi Communication Regulatory Authority (MACRA).
- Tested the radio station for the first time.
- Developed a list of possible programs to be broadcast on the radio station.
- Monitored the coverage and reception of the radio station.
- Formed an 8 member Project Advisory Committee (PAC)

### **1.5 Stakeholder Involvement**

- Attended the EQUIP1 Summit organized by the American Institutes for Research in the US.
- Involved the District AIDS Coordinator on HIV/AIDS in the training for leaders of radio listening clubs